

Rep Order# 6847481 Ver# 1 Status New Traffic Order# Printed: 08/29/2012 1:05 PM 1 of 3

EC'd Yes Last Received: 08/29/2012 9:14 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () HOUSE MAJORITY PAC
Product HOUSE MAJORITY PAC
Estimate# 1432
Buyer Dan Nagelberg
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1432
Flight Dates 09/04/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: HOUSE MAJORITY PAC SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$46,125
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	09/04-09/07	1	1	1	\$2,000.00	
	2	M-F	7A-9A	TODAY SHOW	:30	\$2,000.00	09/10-09/21	1	2	2	\$4,000.00	
	3	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	4	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
	5	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
	6	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	8	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/04-09/07	1	1	1	\$500.00	
	9	M-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/10-09/21	1	2	2	\$800.00	
	10	TU-F	12P-1P	NOON NEWS	:30	\$300.00	09/04-09/07	1	1	1	\$300.00	
	11	M-F	5P-530P	5PM NEWS	:30	\$1,800.00	09/10-09/21	1	2	2	\$3,600.00	
	12	TU-F	530P-6P	530PM NEWS	:30	\$1,800.00	09/04-09/07	1	1	1	\$1,800.00	

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	13	M-F	6P-630P	6PM NEWS	:30	\$2,000.00	09/10-09/21	1	2	2	\$4,000.00	
	18	F	9P-10P	GRIMM	:30	\$2,500.00	09/21-09/21	1	1	1	\$2,500.00	
	19	F	10P-11P	DATELINE	:30	\$1,600.00	09/21-09/21	1	1	1	\$1,600.00	
	20	M-F	11P-1135P	LATE NEWS	:30	\$2,000.00	09/10-09/21	1	2	2	\$4,000.00	
	23	M-F	6A-7A	AM NEWS	:30	\$2,000.00	09/10-09/21	1	2	2	\$4,000.00	
	24	M	7A-9A	TODAY SHOW	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
	25	M-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/10-09/21	1	2	2	\$1,000.00	
	26	M	10A-11A	TODAY SHOW 3	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	27	M-F	12P-1P	NOON NEWS	:30	\$300.00	09/10-09/21	1	2	2	\$600.00	
	28	M	5P-530P	5PM NEWS	:30	\$1,800.00	09/24-09/24	1	1	1	\$1,800.00	
	29	M-F	530P-6P	530PM NEWS	:30	\$1,800.00	09/10-09/21	1	2	2	\$3,600.00	
	30	M	6P-630P	6PM NEWS	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
	31	M	11P-1135P	LATE NEWS	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
	32	M-W	430A-459A	EARLY TODAY	:30	\$200.00	09/10-09/12	2	1	2	\$400.00	
	33	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/17-09/21	1	1	1	\$350.00	
	34	M-F	2P-3P	THE DOCTORS	:30	\$200.00	09/10-09/21	1	2	2	\$400.00	
	35	SU	1A-2A	BROTHERS & SISTERS	:30	\$75.00	09/23-09/23	1	1	1	\$75.00	

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Advertiser () HOUSE MAJORITY PAC 3050 K ST NW Sales Office () PHILADELPHIA
Product HOUSE MAJORITY PAC WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1432 Agency C/P1/P2/E 79/86/1432
Buyer Dan Nagelberg Flight Dates 09/04/2012 - 09/24/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

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---REPORT TOTALS---

Report Totals: 39 / \$46,125.00

---SALES MONTHLY TOTALS---

Sep 12: 39 / \$46,125.00
Sales Totals: 39 / \$46,125.00
Station Totals: 39 / \$46,125.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$128,125	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE